

AMC Multi-Channel Integration Suite™ Provides CRM Application Integration to Nortel Customers

AMC solutions for Nortel provide pre-packaged integration that delivers real-time connectivity with leading CRM applications allowing customers to more efficiently manage customer interactions and deliver superior levels of customer service. The solution is certified with leading CRM application vendors including SAP, Siebel, Oracle's PeopleSoft CRM, Salesforce.com, and Microsoft.

to ensure that the right customer reaches the right agent at the right time.

The open architecture of the AMC product suite allows contact centers to manage a true multi-vendor environment leveraging existing or new infrastructure investment. Used every day by thousands of agents around the globe, AMC solutions help innovative organizations to work more effectively and deliver higher levels of customer service.

Key features

- Provides pre-packaged, server-based integration between leading CRM applications and Nortel communication and Contact Center platforms.
- Certified with major CRM vendors
- Enables full telephony functionality in CRM desktops including agent controls, softphone, caller identification and screen population.
- Supports standard Nortel CTI server interfaces including Nortel Communication Control Toolkit (NCCT) and LAN CTE for BCM.
- Provides a robust, proven architecture that has been successfully deployed at numerous large enterprises worldwide.

Key benefits

- Allows contact centers to expand the functionality of their CRM agent-desktop to support full contact center capabilities.
- Allows agents to effectively place, receive, and transfer interactions with full, real-time

The logo for Nortel Select Product features the word "NORTEL" in a bold, white, sans-serif font. To the right of the text is a stylized white graphic of a globe or a network. Below the text and graphic is the phrase "Select Product" in a smaller, white, sans-serif font.

Select Product

AMC Multi-Channel Integration Suite for Nortel provides integration with mySAP CRM, Siebel 7 and 8, Oracle's PeopleSoft CRM, Salesforce.com CRM, and Microsoft CRM and works with a wide range of converged systems including the Nortel Communication Server 1000 (CS 1000), Business Communications Manager 200/400 (BCM) and Contact Center Manager Server (CCMS).

Through CRM integration, Nortel customers can improve call management and enable full telephony (CTI) functionality in the CRM application desktop including agent controls, softphone controls, caller identification, and screen population. Agents and knowledge workers can place, receive, and transfer customer interactions with full, real-time access to CRM customer data. Call routing can be enhanced using business rules and customer data residing in the CRM application

Nortel continues to deliver market-leading solutions through innovation, vision and relationship. Leveraging the strengths of its Select Product providers, Nortel continues to broaden its reach and responsiveness in meeting the needs of both channels and customers. Nortel distributors/resellers may be eligible to order certain Select Products directly from Nortel.

access to customer data in their CRM application.

- Enables real-time management of customer interactions in a true multi-vendor environment leveraging existing or new infrastructure investment.
- Provides a verified solution for efficient implementation and a lower total cost of ownership.

As a software partner with the leading CRM applications, AMC develops solutions for mySAP CRM, Siebel 7 and 8, Oracle's PeopleSoft CRM, Salesforce.com CRM, and Microsoft CRM. Companies utilizing a leading CRM in their contact center environment require integration with their contact systems to more effectively manage customer interactions. Through standard CRM interfaces, AMC provides pre-packaged, server-based integration with leading telephony solutions including Nortel and others. This integration enables CTI functions including agent controls, softphone controls, caller identification, and screen population of CRM application pages.

Call Management Example

- The incoming call passes from the Nortel CS 1000 or BCM to the AMC Telephony Connector via the Nortel CTI server.
- The Telephony Connector passes the call to the central queue manager in AMC Multi-Channel Integration Server (MCIS).
- MCIS communicates with the CRM application, via the AMC Application Adapter, to perform the customer look-up and alert the agent.
- The agent CRM screen populates with caller information simultaneous with the arrival of the call.

AMC Multi-Channel Integration Suite™

AMC Multi-Channel Integration Suite™ consists of key components that provide pre-packaged integration between leading CRM applications and contact center solutions.

AMC Multi-Channel Integration Server™ (MCIS) is the central server component that manages the flow of interactions and interfaces with other systems through two key components: AMC Telephony Connectors and AMC Application Adapters.

AMC Telephony Connectors serve as translators to facilitate the real-time flow of events and call attached data between the CTI server and MCIS. Telephony Connectors are available for Nortel CCT and Nortel BCM LAN CTE.

AMC Application Adapters provide the interface with leading CRM applications and manage the real-time exchange of information with MCIS. They utilize the standard server-based API's provided by SAP, Siebel, Oracle, Salesforce.com, and Microsoft to interface with CRM application pages.

The AMC Data Connector for Nortel Host Data Exchange (HDX) provides a centralized integration between Nortel channel components through CCMS HDX requests and business applications. This allows organizations to leverage CRM business application information to enhance call routing, develop more responsive and cost-effective IVR self-service applications that integrate business information and enhance the call attached data for more productive and informative application screen pops.

The AMC product suite requires Windows Server 2003 and supports various server and communications hardware and software configurations.

Company Information

Company Name:

AMC Technology, L.L.C.

URL: www.amctechnology.com

Technical support email:
support@amctechnology.com

Technical support phone:
1-888-282-2457

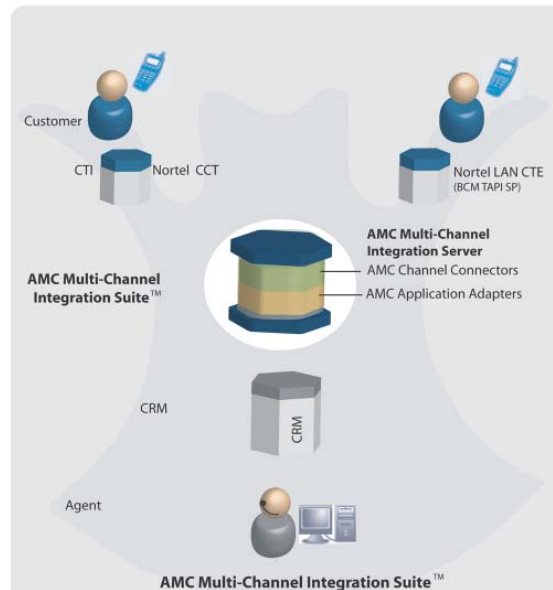
Technical Support Online:
support.amctechnology.com

Sales Contact Name:
Larry A. Smothers
Global Partner Sales Manager

Sales phone:
1-800-390-4866 (toll free)
1-804-327-0170 (outside NA)

Sales email:
sales@amctechnology.com

For all inquiries on this product, please provide the following reference code: AMC-NORTEL



Compatibility Information:

AMC Multi-Channel Integration Suite release 5.0, was verified as compatible in a controlled laboratory environment. For complete compatibility details, including specific Nortel platforms and releases, please refer to the Certificates of Compatibility at:

For mySAP CRM and Nortel: www.nortel.com/prd/dpp/product/prodpages/z5950.html

For PeopleSoft CRM and Nortel: www.nortel.com/prd/dpp/product/prodpages/z5951.html

For Microsoft CRM and Nortel: www.nortel.com/prd/dpp/product/prodpages/z5952.html

For Siebel 7 and Nortel: www.nortel.com/prd/dpp/product/prodpages/z5960.html

For Salesforce.com: www.nortel.com/prd/dpp/product/prodpages/z6350.html

For Data Connector for Nortel HDX www.nortel.com/prd/dpp/product/prodpages/z6371.html

Contracted Nortel Resellers with direct purchase capability may be eligible to order certain Select Products from Nortel. Select Products are not part of the products authorized under any resale agreement, but are subject to the Select Product Terms and Conditions.

www.nortel.com/select

Nortel, the Nortel logo, and the Globemark are trademarks of Nortel Networks. All other trademarks are the property of their owners.

Copyright © 2007 Nortel Networks. All rights reserved. Information in this document is subject to change without notice. Nortel assumes no responsibility for any errors that may appear in this document.

